



HISTORIC HOTELS of AMERICA

NATIONAL TRUST FOR HISTORIC PRESERVATION®

FOR IMMEDIATE RELEASE

CONTACT:

James M. Bullock
Safety Harbor Resort and Spa
727.726.1161
jbullock@SafetyHarborSpa.com

SAFETY HARBOR RESORT AND SPA JOINS HISTORIC HOTELS OF AMERICA®

SAFETY HARBOR, FL – May 23, 2012 – Safety Harbor Resort and Spa in Safety Harbor, Florida is pleased to announce it has joined Historic Hotels of America®, a program of the National Trust for Historic Preservation.

Safety Harbor Resort and Spa is one of more than 235 hotels and resorts throughout the country that is recognized by Historic Hotels of America for preserving and maintaining its historic integrity, architecture and ambiance.

“The trend of cultural travel in America continues to grow,” said Thierry Roch, executive director of Historic Hotels of America. “By inviting the Safety Harbor Resort and Spa into our collection of distinguished properties, we are continuing to encourage historic preservation while at the same time showcasing this hotel’s rich history. Our goal is to bring these historically special hotels and their authentic experiences to the attention of the traveling public.”

To be selected for membership in Historic Hotels of America, a hotel must be at least 50 years old, listed in or eligible for the National Register of Historic Places or recognized locally as having historic significance.

“We are extremely proud of our historical significance and the nearly 90 years of exemplary hospitality and wellness that Safety Harbor Resort and Spa has provided to discerning travelers from across the globe”, stated General Manager Ajith Dissanayake. “We offer a one-of-a-kind destination steeped in history, health and hospitality. Our affiliation with Historic Hotels of America is a special honor and will allow us to share our resort and spa’s compelling past with a broader audience from around the world.”

Safety Harbor Resort and Spa is rich in history and architectural integrity. Through the years, Safety Harbor Resort and Spa has been known as the Florida destination *where healing waters*

*flow*TM. Drawn by the fresh water springs, Indian shell mound builders inhabited what is now the Safety Harbor area almost 12,000 years ago. Many years later, the area was home to the Tocobago Indians and eventually the Seminoles. All of the early inhabitants believed that the mineral springs held mystical powers to help perpetuate youth and heal the sick.

On May 18, 1539, Spanish explorer Hernando De Soto reached the shores of what is now Tampa Bay, landing near these mineral springs used by the native population. Believing he had found the legendary Fountain of Youth somehow missed by Ponce de Leon, De Soto established a camp here, naming the crystal waters Espiritu Santo Springs - "Springs of the Holy Spirit." Each of the five springs located on this site was identified and said to cure certain ailments, a claim drawing thousands of visitors yearly to the "Health Giving City" of Safety Harbor. The natural spring water was actually bottled and shipped to eager customers worldwide for its curative properties, claiming to remedy a variety of physical ailments and restore youth and vitality. The Safety Harbor Sanitorium opened its doors in 1926, offering porcelain bath tubs and a large swimming pool for "taking the waters".

In 1945, the springs and sanitorium were sold to Dr. Salem H. Baranoff, who opened the facility as a health spa that still stands on its original site. Today, the natural mineral springs that flow beneath the Safety Harbor Resort and Spa continue to attract health-conscious travelers.

About Historic Hotels of America[®]

Historic Hotels of America was founded in 1989 by the National Trust for Historic Preservation[®] with 32 charter members. In 2007, Preferred Hotel Group partnered with the National Trust for Historic Preservation to grow and enhance Historic Hotels of America. With more than 235 hotels that have faithfully maintained their authenticity, sense of place, and architectural integrity in the United States of America including the U.S. Virgin Islands and Puerto Rico, Historic Hotels of America is comprised of mostly independently owned and operated properties. More than 30 of the world's finest hospitality brands, chains and collections are represented in Historic Hotels of America. To be nominated and selected for membership into this prestigious program, a hotel must be at least 50 years old, listed in or eligible for the National Register of Historic Places or recognized as having historic significance. Historic Hotels of America partners with Historic Hotels WorldwideTM, Historic Hotels of Europe, a federation of 21 hotel associations in 21 countries, and with Historic Hotels of Mexico, an association of hotels and restaurants located in buildings of historical significance including haciendas, palaces, monasteries, convents, fortresses, and country estates. For more information, please visit www.historichotels.org.

About Safety Harbor Resort and Spa

Overlooking the tranquil waters of Tampa Bay, you will discover a one-of-a-kind destination rich in history and hailed for exquisite hospitality. Intentionally tucked away in the quaint town of Safety Harbor aptly called "The Health Giving City", the Safety Harbor Resort and Spa has remained a highly revered refuge for rest, relaxation and renewal for nearly 90

years. Recognized as Florida's first spa, this iconic estate-like resort is perched on 22 lush acres offering 175 spacious, well-appointed guestrooms and suites, stunning crystal chandelier-lit ballrooms embellished with rich fabrics and antiques, a cozy lobby lounge, a lively poolside bar along with casual and fine dining. Central to the resort's remarkable past and today's international popularity is the acclaimed spa, built on the ancient natural mineral springs that serenely flow directly beneath the resort. For more information, please visit www.safetyharborspa.com.

MEDIA CONTACT: Gina Galatro
Historic Hotels of America
Manager, Marketing Communications
Tel: +1 646 465 9778 Fax: +1 212 541 7245
ggalatro@historichotels.org

###